

Business Relationship Management Professional (BRMP)

Course Summary

Description

The Business Relationship Management Professional (BRMP) training and certification course provides a foundational understanding of business relationship management (BRM). This course provides the “why” business relationship management is critical to your organization and “what” a BRM capability does to add value to your organization. This interactive course includes discussions and real-life exercises that will provide you with the opportunity to apply the learning to your unique organizational situations and allow you to demonstrate immediate value in your BRM role, as well as prepare you for the BRMP Certification exam.

EXAM Attendees will take the certification exam at the end of the last class day.

Objectives

At the end of this course, students will be able to:

- What business relationship management (BRM) is and the value it provides to an organization.
- The need for an organization to move beyond traditional goals focused on profits and products to encompassing a relationship-centered approach that maximizes value.
- The importance of integrating business relationship management into every facet of the organization.
- The importance of educating the organization about developing BRM capability to evolve culture, build partnerships, drive value, and satisfy purpose.
- How to apply BRM to the organization’s triple bottom line of people, purpose, and planet.
- The basic knowledge, skills, and mindsets of the BRM role.
- The core BRM approaches, tools, and templates used to achieve results.
- The value and impact the BRM capability has on an organization.

Topics

- BRM Introduction
- BRM Capability
- BRM Capability – Evolve Culture Evolve Culture Framework BRM Role in Evolve Culture
- BRM Capability – Build Partnerships Build Partnerships Framework BRM Role in Build Partnerships
- BRM Capability – Drive Value
- BRM Capability – Satisfy Purpose Satisfy Purpose Framework BRM Role in Satisfy Purpose
- BRM Role
- BRM Team

Audience

Anyone who recognizes the importance of relationships and measuring value in their organization, as well as those who are currently in or interested in the business relationship management capability or role.

Prerequisites

There are no prerequisites for this course.

Duration

Course Outline

Three days

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- I. *BRM Introduction*
 - A. Why BRM? Why Now? Relationship-Centered Organization Theory of Relationshipism
 - B. Triple Bottom Line BRM Defined
 - C. BRM Role Competency Model Activity Domains
- II. *BRM Capability*
 - A. BRM Capability Framework BRM Workbooks
 - B. Strategic Relationship Plan
- III. *BRM Capability – Evolve Culture Evolve Culture Framework BRM Role in Evolve Culture*
 - A. Purposeful Narrative
 - B. Desired Behaviors Influential Relationships Personal Growth
- IV. *BRM Capability – Build Partnerships Build Partnerships Framework BRM Role in Build Partnerships*
 - A. Relationship Maturity and Quality
 - B. Partnering Mindsets Relationship Discovery Relationship Nurturing
- V. *BRM Capability – Drive Value*
 - A. What is Value?
 - B. Types and Sources of Value Drive Value Framework BRM Role in Drive Value
 - C. Value Discovery, Realization & Results
- VI. *BRM Capability – Satisfy Purpose Satisfy Purpose Framework BRM Role in Satisfy Purpose*
 - A. Through BRM Capability & Triple Bottom Line
 - B. Social Value
- VII. *BRM Role*
 - A. Our Purpose and What We Believe Role Clarity
 - B. BRM Code of Ethics
 - C. BRM Role Competency Model BRM Mindset
 - D. Scope of BRM Role
- VIII. *BRM Team*
 - A. Our Purpose and What We Believe BRM Team Definition
 - B. BRM Team Purpose, Mission, and Vision Assessing the Value of a BRM Team Organizing and leading a BRM Team Transition Management
 - C. Coaching BRMs